

MENA Health World

Serving the Medical, Laboratory, Pharmaceutical & Nutrition
Sectors in the Middle East & North Africa
Since 1986



عالم الصحة للشرق الأوسط وشمال أفريقيا

تخدم قطاعات الطب والمختبرات والأدوية والتغذية في الشرق
الأوسط وشمال أفريقيا
منذ ١٩٨٦



MEDIA INFO 2009

معلومات المجلة ٢٠٠٩

Laboratory

Surgery

Oncology

Catheters, Stents & Tubes

Health Insurance

Dentistry

Orthopedic Technology

Physiotherapy

Anesthesia

Sterilization & Disinfection

Drugs & Pharmaceuticals

Diagnostics & Tests

Ophthalmology

Information Technology

Implants & Prostheses

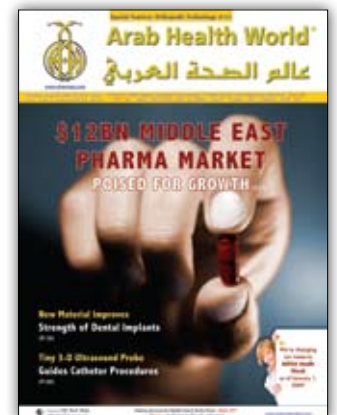
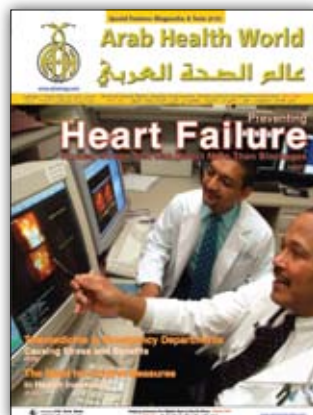
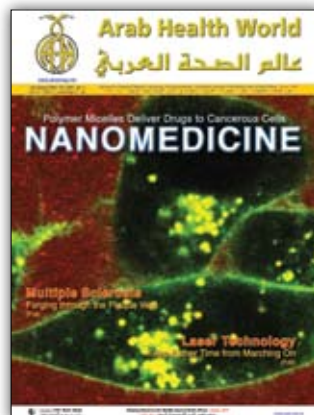
Cardiology

Gynecology

Urology

Nutrition

Imaging



MENA Health Market



Innovation, Infrastructure Substantial as Healthcare Demand, Expenditure Grow

Experts agree that the Middle East & North Africa (MENA) region is poised to put its weight behind the burgeoning medical sector and that industry-wide innovation will help spur success, firmly placing the region on the world map as a turnkey healthcare provider. On the other hand, they point out that the success of the sector lies also in the sound development of a sustainable infrastructure.



Change Needed

Innovation in the healthcare sector is seen by some critics as too radical but previous experiences show that to make a real difference, incremental change to products, processes or services is essential. "Innovative thinking is nothing

without a superior infrastructure and fortunately it seems that regional markets, Dubai, Oman and Jordan particularly, have recognized this. Government and the private sector in these markets are showing healthy signs of backing the sustained growth of the healthcare industry," says long-time promoter of medical innovation Dr. Karl Groth, a director of the General Partner.

Like tourism, healthcare can be a catalyst of a growing economy; it is a critical subject for policy makers and a key to successful, sustainable economic growth. Recent figures estimate that overall healthcare expenditure in the Gulf could increase by more than 400 percent to reach \$60 billion in the next 17 years. This is a sure sign that the healthcare sector is one for investors, and others, to back. Internalizing the medical innovation process within the Middle East means that the rewards gained will also be for the region - for investors, for inventors, for the workforce, the medical specialists, the patients, and the region's economy.



Medical Sector

Healthcare accounts for less than 10 percent of total GNP in the region and is bound to increase to 25 percent within the next ten year, according to Groth. Peggy Farley, Managing Director of the General Partner said that globally, nearly

65 percent of all medical equipment components are outsourced at some level and there is increasing competition among medical firms in India and China, providing low cost alternatives.

"However Arabia has the right ingredients to rival any region in quality medical manufacturing, business practices and forward-thinking environmental strategies," she states. She said that recent global medical manufacturing research indicates that the percentage of finished goods outsourced is projected to double from 14 percent to 27 percent between 2008 and 2010.

The medical technology manufacturing sector requires a high-

ly-trained and educated work force. Enhancing innovation in healthcare will create knock-on effects in jobs, increase wealth and improve the overall health of the population, according to Groth. "The wealth of the Middle East is not solely its oil and gas; its more important wealth is the capability of its people, especially in science and technology," he added.



Increasing Demand

Healthcare demand in general will rise 240 percent in the GCC region over the next 20 years, with health risk factors, ageing, population growth and medical inflation contributing to the rise in spending, according to Dr. Ioan Cleaton-

Jones, a Senior Health Specialist in the Health and Education Department of the International Finance Corporation (IFC), a member of the World Bank Group. In response to this spending increase, the total number of hospital beds is projected to rise from 68,250 in 2006 to 114,450 by 2015 and 161,750 by 2025. McKinsey & Co recently modeled disease trends in the six Gulf Cooperation Council countries and projected these figures. High-income countries such as the UAE, Kuwait, and Saudi Arabia spend only 2.2 to 3.4 percent on healthcare. These spending levels will continue to rise as populations grow, people live longer, experience fewer infectious diseases and get more chronic diseases of old age and affluence such as heart disease, diabetes and cancer, according to Cleaton-Jones who was speaking at the GE Healthcare Middle East Media Summit which was held June 08 in Dubai.

Numerous countries in the Middle East and North Africa region are exhibiting strong economic growth. While high-income examples such as the UAE, Kuwait, and Saudi Arabia are well-known, middle-income countries such as Oman, Jordan, Egypt, and Tunisia are also growing fast with annual economic growth of 5-7 percent. Cleaton-Jones added: "While high oil prices are a big reason for capital flows into the region, several countries are making far-reaching economic reforms to improve their business climates and attract investors, thereby driving more sustainable economic growth in the region."

According to the World Bank's 'Doing Business' report which tracks the economic reforms for 178 countries; last year, Egypt rose from the 152nd position to the 126th in the world, making it the world's top reformer, while Saudi Arabia rose from 33 to 23, and Tunisia from 93 to 88. This is considered a milestone in helping increase intra-regional investment.

Sources

Middle East Health Care Expansion – Business Club Meeting. Dubai, May 2008 -
GE Healthcare Middle East Media Summit. Dubai, June 2008 -

A Turning Point in MENA's Healthcare Industry

Over the years, healthcare professionals throughout the Middle East & North Africa region have become well acquainted with **MENA Health World (MHW)** magazine*, the leading business-to-business magazine serving the Medical, Laboratory, Pharmaceutical, and Nutrition sectors since 1986. They rely on this pioneering publication to gain up-to-date information about the latest developments in the healthcare industry in the world. MHW, through its endless efforts to link the region to the four corners of the globe, has gained a shiny reputation among thousands of international companies who use it to promote their products and services inside the MENA, a region where they strive to increase their market share.

* Previously Arab Health World (AHW)

Structure

The magazine is kicked off with the Opening Letter, a page where the editor, inks his timely observations to paper bringing about his commentaries on the latest challenges and breakthroughs within the healthcare field. The MENA Health Digest presents the latest projects undertaken throughout the region.

- The System Focus section targets a certain organ/system in the human body covering aspects of its morpho-anatomy including treatment of related disorders. This section is complemented by a Drugs & Pharmaceuticals overview of the latest drug innovations relevant to the concerned body organ.
- The main focus of each issue is branded the Features section: A melting pot of technical articles on current practices and advancements, case studies, and technologies.
- Market trends and new products making the headlines in the healthcare industry take to the fore in the Industry Spotlights section.
- The issue always carries Country/Regional Reports detailing the healthcare products and equipment status in term of supply and demand as well as healthcare facility management policies and tried-and-tested solutions.
- The Departments section is a miscellaneous area where recent industry publications are highlighted under Industry Literature; interviews with decision-makers and specialized professionals as well as corporate profiles under Interviews & profiles; company activities and accomplishments under Corporate Happenings; product developments and services under Products and Services; latest software and IT news under E-news; dental products and equipment under Dentistry, and nutritional formulas and natural curing methods under Nutrition & Natural Healing.
- Health-related events are granted ample room in the back stern with pre-show reviews and post-show reports.
- In the Industry Contacts listings, companies' details are displayed.
- The magazine also provides the following services: Coming Events offers a comprehensive listing of health-related events, conferences, seminars, and workshops. The Buyers' Guide presents a 9 cm x 6 cm classified ad including the advertiser's logo, a brief message and the product's photo.

A Wealth of Experience

Over the years, our magazine has been reviewing research advances to promote a greater understanding of the industry and help decision-makers meet the increased demands for innovative solutions in the MENA region. MHW delivers up-to-the-minute, hard hitting news that capture the first and foremost in the healthcare industry. The long experience we have accumulated allows us to beat at the heart of each and every story. With a tight gripped hand on the field, an efficient management, an experienced scientific editorial team and Honorary Editorial Consultants (HEC) Board, MHW dwells on mainstream topics and always looks for unconventional ones.

Quality at the Heart

When providing news to our readers, we always put quality before quantity as we continuously avoid getting caught in the swirl of soft-hitting bulk material. MHW is circulated to the desktop of leading decision-makers working in over 6,280 firms engaged in the healthcare industry, and is published nine times a year in a bi-lingual format (English-Arabic). On an average of 4 readers for every copy, we can say that more than 25,000 individuals read every issue of MHW magazine. In terms of digital circulation, each issue of MHW magazine reaches over 13,200 firms through a direct link to download the PDF version or view the HTML edition, delivered via email to their inbox. The magazine receives a wholesome welcome from regional and international readers, having earned an esteemed reputation it has built over the years by providing updated and trusted content through a professional and elegant layout.

Online

Visit our website www.mhwmag.net to access the magazine issues anytime and anywhere. These issues are made available for you in two optional formats: the html version and the PDF version. Logon now and delve into the digital world of healthcare news.



Editor-in-Chief

Rajaa Chatila graduated with a BS in biology and then an MD from the American University of Beirut (AUB) after which she traveled to the US where she did her residency training in Internal Medicine and got the American Board Certification. She then did a fellowship in Gastroenterology and Hepatology at Yale New Haven Hospital, Yale University and got board certified Gastroenterology. Rajaa was the head of the gastroenterology division at Makassed Hospital in Beirut from 2002 till Dec 2005. Currently she is an attending physician in the division of gastroenterology at Clemenceau Medical Center (an affiliate of John Hopkins Medicine) and at the Rafic Hariri University Hospital (RHUH). She is also a member of the Lebanese Society of Gastroenterology. To contact Rajaa, you can send an e-mail message to editorial@mhwmag.net



MENA Health World (MHW)*

EDITORIAL PROGRAM 2009

Issue	January - February ⁺	March - April	May - June
System Focus	• Dermatology	• Gastroenterology	• Neurology
Drugs	• Dermatological / Ophthalmic	• Gastro-Intestinal	• Neuroactive
Features	• Ophthalmology • Otorhinolaryngology	• Surgery • Anesthesia & Pain Management	• Dentistry • Oncology & Cancer Treatment
Industry Spotlights	• Communication & IT • Radiology / Nuclear Medicine • Sterilization & Disinfection	• Incontinence & Stoma Management • Medical Furniture & Equipping • Ultrasound Technology	• Implants & Prostheses • Laboratory Analyzers & Equipment • Laser Technology
Country / Regional Reports	• Benelux • Egypt • Saudi Arabia • USA	• Bahrain • Germany • Scandinavia • UAE	• Italy • Qatar • Lebanon • Switzerland
Bonus Distribution*	• Arab Health 2009 - UAE ⁺ • European Congress of Radiology 2009 - Austria • Medhealth Damascus 2009 - Syria	• Duphat 2009 - UAE • Egymedica 2009 - Egypt • Health Care 2009 - Syria • IMD Dubai 2009 - UAE • Med-e-Tel 2009 - Luxembourg • Medhealth Damascus 2009 - Syria • SHASH 2009 - Saudi Arabia • Vision X Dubai 2009 - UAE	• SHASH 2009 - Saudi Arabia • Syrian Medicare 2009 - Syria • Vision X Dubai 2009 - UAE
Editorial Material Due	Friday, December 05, 2008	Thursday, February 05, 2009	Monday, April 06, 2009
Advertising Material Due	Wednesday, December 10, 2008	Tuesday, February 10, 2009	Friday, April 10, 2009
Publishing Date **	Saturday, December 20, 2008	Friday, February 20, 2009	Monday, April 20, 2009

Issue	July - August	September - October	November - December
System Focus	• Cardiology / Cardiovascular	• Pneumology	• Urology / Nephrology
Drugs	• Cardiovascular	• Antibiotic / Anti-inflammatory	• Genito - Urinary
Features	• Endoscopy • Nutrition & Natural Healing	• Gynecology • Drugs & Pharmaceuticals	• Dentistry • Health Insurance
Industry Spotlights	• Infusion Technology / Blood Transfusion • Operating Rooms • Radiology / Nuclear Medicine	• Bandages / Dressings / Wound Care • Catheters / Stents / Tubes • Orthopedic Technology / Physiotherapy	• Diagnostics & Tests • Emergency Medicine • Patient Monitoring
Country / Regional Reports	• Australia • Canada • North Africa • Spain	• France • Germany • Jordan • Kuwait	• Far East • Syria • Turkey • UK
Bonus Distribution*		• MEDIST 2009 - Turkey	
Editorial Material Due	Friday, June 05, 2009	Wednesday, August 05, 2009	Monday, October 05, 2009
Advertising Material Due	Wednesday, June 10, 2009	Monday, August 10, 2009	Saturday, October 10, 2009
Publishing Date **	Saturday, June 20, 2009	Thursday, August 20, 2009	Tuesday, October 20, 2009

* Tentative list of events at which MHW will have bonus distribution of its issues - liable to changes based on event organizers.

** Indicates when the issue would be available from the printing press for circulation and distribution. Allow a 2 to 3 - week period for the issue to reach you by post.

⁺ An «Event Edition» of this issue will be published; it will include a special supplement highlighting the indicated event.

* Previously published as **Arab Health World (AHW)**

If you are interested in publishing your editorial material in MHW, please email the editorial department at editorial@mhwmag.net

عالم الصحة للشرق الأوسط وشمال أفريقيا*

البرنامج التحريري ٢٠٠٩

عدد	كانون الثاني (يناير) \ شباط (فبراير) +	آذار (مارس) \ نيسان (أبريل)	أيار (مايو) \ حزيران (يونيو)
أنظمة الجسم	• طب الجلد	• طب الجهاز الهضمي	• طب الجهاز العصبي
أدوية	• جلد وعيون	• معدة وأمعاء	• ألم وأعصاب
مواضيع خاصة	• طب العين • طب الأنف، الأذن والحنجرة	• الجراحة • التخدير وإدارة الألم	• طب الأسنان • الأمراض السرطانية وعلاجها
أخبار صناعية	• الإتصالات وتكنولوجيا المعلوماتية • الطب النووي والإشعاعي • التعقيم والتطهير	• إدارة السلس والفغر • المفروشات والتجهيزات الطبية • تكنولوجيا فوق الصوتية	• الأغراس والبدايل الإصطناعية • معدّات التحليل والمختبرات • تكنولوجيا الليزر
تقارير البلدان \ المناطق	• البينيولوكس • مصر • المملكة العربية السعودية • الولايات المتحدة الأمريكية	• البحرين • ألمانيا • إسكندنافيا • الإمارات العربية المتحدة	• إيطاليا • قطر • لبنان • سويسرا
توزيع إضافي*	• Arab Health 2009 - الإمارات العربية المتحدة + • European Congress of Radiology 2009 - النمسا • Medhealth Damascus 2009 - سوريا	• Duphat 2009 - الإمارات العربية المتحدة • Egymedica 2009 - مصر • Health Care 2009 - سوريا • IMD Dubai 2009 - الإمارات العربية المتحدة • Med-e-Tel 2009 - لوكسمبرغ • Medhealth Damascus 2009 - سوريا • SHASH 2009 - المملكة العربية السعودية • Vision X Dubai 2009 - الإمارات العربية المتحدة	• SHASH 2009 - المملكة العربية السعودية • Syrian Medicare 2009 - سوريا • Vision X Dubai 2009 - الإمارات العربية المتحدة
تاريخ توقف إستلام المواد التحريرية	الجمعة ٥ كانون الأول/ديسمبر ٢٠٠٨	الخميس ٥ شباط/فبراير ٢٠٠٩	الإثنين ٦ نيسان/أبريل ٢٠٠٩
تاريخ توقف إستلام المواد الإعلانية	الأربعاء ١٠ كانون الأول/ديسمبر ٢٠٠٨	الثلاثاء ١٠ شباط/فبراير ٢٠٠٩	الجمعة ١٠ نيسان/أبريل ٢٠٠٩
تاريخ الصدور**	السبت ٢٠ كانون الأول/ديسمبر ٢٠٠٨	الجمعة ٢٠ شباط/فبراير ٢٠٠٩	الإثنين ٢٠ نيسان/أبريل ٢٠٠٩

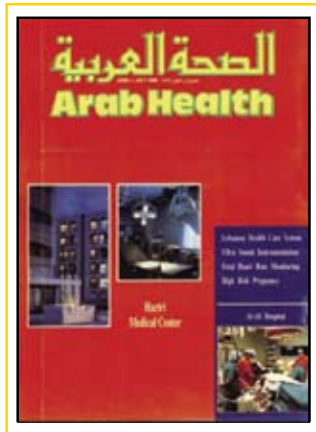
عدد	تموز (يوليو) \ آب (أغسطس)	أيلول (سبتمبر) \ تشرين الأول (أكتوبر)	تشرين الثاني (نوفمبر) \ كانون الأول (ديسمبر)
أنظمة الجسم	• طب القلب والشرابين	• طب الجهاز التنفسي	• طب الجهاز البولي
أدوية	• قلب وشرابين	• مضادات حيوية \ مضادات إلتهاب	• نسائية \ مسالك بولية
مواضيع خاصة	• التنظير الداخلي • التغذية والشفاء الطبيعي	• طب النساء • الأدوية والمستحضرات الصيدلانية	• طب الأسنان • التأمين الصحي
أخبار صناعية	• تقنيات الحقن ونقل الدم • غرف العمليات • الطب النووي والإشعاعي	• الضمادات و أدوات العناية بالجرح • القناطر، الدعامات، والأنابيب • تكنولوجيا تقويم العظام والعلاج الفيزيائي	• الفحوص التحليلية التشخيصية • طب الطوارئ • مراقبة المريض
تقارير البلدان \ المناطق	• أستراليا • كندا • شمال إفريقيا • إسبانيا	• فرنسا • ألمانيا • الأردن • الكويت	• الشرق الأقصى • سوريا • تركيا • المملكة المتحدة
توزيع إضافي*		• MEDIST 2009 - تركيا	
تاريخ توقف إستلام المواد التحريرية	الجمعة ٥ حزيران/يونيو ٢٠٠٩	الأربعاء ٥ آب/أغسطس ٢٠٠٩	الإثنين ٥ تشرين الأول/أكتوبر ٢٠٠٩
تاريخ توقف إستلام المواد الإعلانية	الأربعاء ١٠ حزيران/يونيو ٢٠٠٩	الإثنين ١٠ آب/أغسطس ٢٠٠٩	السبت ١٠ تشرين الأول/أكتوبر ٢٠٠٩
تاريخ الصدور**	السبت ٢٠ حزيران/يونيو ٢٠٠٩	الخميس ٢٠ آب/أغسطس ٢٠٠٩	الثلاثاء ٢٠ تشرين الأول/أكتوبر ٢٠٠٩

* قائمة بالمعارض التي ستوزع خلالها نسخات من مجلة عالم الصحة للشرق الأوسط وشمال أفريقيا، قد يتم تعديلها وفقاً لمنظمي المعارض.
** تبين تاريخ صدور المجلة من المطبعة، يحتاج العدد إلى حوالي أسبوعين أو ثلاثة للوصول إليكم عبر البريد.
+ يتم إصدار نسخة خاصة من هذا العدد تتضمن ملحق خاص بالمعرض المذكور.

* صدرت سابقاً تحت إسم عالم الصحة العربي

Advertising Benefits

MHW: THE PIONEERING & LEADING B2B HEALTH INDUSTRY PUBLICATION ACROSS THE MENA REGION



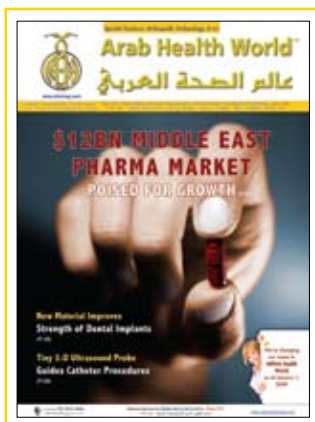
MHW's Very First Issue - July 1986

Since its very inception in 1986, our magazine has been the authoritative resource for decision-makers and key buyers in firms engaged in the Medical, Laboratory, Pharmaceutical and Nutrition sectors across the Middle East & North Africa.

Today, **MENA Health World (MHW)*** magazine offers steady marketing and advertising solutions to realize advertisers' specific objectives. Tailor-made programs suit up clients' needs and patch up what's been lacking elsewhere. We invite you to place your trust in the hands of our creative marketing specialists, whose nimble fingers and agile minds will customize the program that will achieve your goals and boost your Return on Investment (ROI) to another realm. From sponsorship positioning, editorial placements, event promotions to pricing programs, we've got it all!

** Previously Arab Health World (AHW)*

Our Vision



November - December 2008

- To provide none other than supreme quality service to discerning clients. It is a self-set standard that singles us out from the bevy of competitors;
- To ensure our clients a delectable range of opportunities that is sure to cater to their needs and whims;
- To set the tone for a far-reaching business horizon and to maintain steady growth by building relationships founded on trust and recommendation; and
- To safeguard the afore-mentioned through a synergy of commitment, experience, and innovation.

Reasons To Advertise

- MHW aims to grant readers/clients potent gratification by providing the finest editorial input, prompt circulation coverage, and essential business services.
- MHW magazine is a premier and trusted, specialized health Business to Business publication in the MENA region.
- MHW is circulated in hardcopy to over 6,280 private and public sector firms. In terms of digital circulation, each issue of MHW magazine reaches over 13,200 firms through a direct link to download the PDF version or view the HTML edition, delivered via email to their inbox.
- A broad set of benefits is placed at the immediate reach of our worldwide readership.
- MHW has helped hundreds of clients penetrate the lucrative MENA health market.
- Bonus copies of MHW magazine are distributed at major events (Exhibitions, Conferences, Seminars, etc.) taking place in the MENA region, providing value-added exposure to our clients.

Our yearly targeted survey revealed that:

- 87% consider MHW as an accredited source of the latest information related to the health industry, nourished by its high-quality editorial content;
- 77% find MHW's promotional offers competitive and motivating
- 84% are satisfied with the Return on Investment they had witnessed from the diverse exposure MHW has put forth;
- 68% surf MHW's website to benefit from numerous online services

For advertising inquiries, please contact us:

Tel: +961 - 1 - 748333 ext.143 – Fax: +961 - 1 - 352419 – e-mail: marketing@mhwmag.net

Advertising Options

Print Options



• DISPLAY ADVERTISING:

MHW offers advertisements in an extended range of sizes and placements with full-color or mono display spots (with no additional loading for color).

• CLASSIFIED ADVERTISING:

The Buyer's Guide (BG) is dedicated to companies planning to test the market with a limited budget. It is a 9 cm width x 6 cm height (3 5/8" x 2 3/8") including the company's logo and contact details as well as a short message and one related photo.

• ADVERTORIALS:

This option has a double use; to get the story to all MHW's readers and maximize the company's exposure by placing its full contact details.

• FIXED INSERTS:

Distributed MENA-wide, or to specified countries. Fixed Inserts are a popular and effective form of advertising as they make your ad stand out from the rest!

• COMPANY PROFILE/INTERVIEW:

This form of advertising offers comprehensive coverage of your company's history and products, including an interview with the GM or CEO.

www.mhwmag.net

Online Options

For ultimate exposure, place your web banner hyperlinked to your company's website or e-mail address on MHW's website. Your online advertising options are:

• Top Banner

Width x Height: 470 X 60 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF

• Right Side Banner

Width x Height: 120 X 160 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF



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Tel: +961 - 1 - 748333 ext.143 – Fax: +961 - 1 - 352419 – e-mail: marketing@mhwmag.net

Advertising Rates & Specifications

Display Ads	Full Color (4C)		
Frequency	One Time	Three Times	Six Times
Currency	US \$	US \$	US \$
Gatefolder	10970	9870	8775
Spread	5500	4950	4400
1/2 Page Spread	3550	3195	2840
2nd Cover IFC	3850	3465	3080
3rd Cover IBC	3600	3240	2880
4th Cover OBC	4600	4140	3680
Full page	2950	2655	2360
2/3 Page	2480	2230	1985
1/2 Page	1800	1620	1440
1/3 Page	1300	1170	1040
1/4 Page	1100	990	880

Display Ads	Black & White (B&W)		
Frequency	One Time	Three Times	Six Times
Currency	\$ US	\$ US	\$ US
Full Page	2300	2070	1840
2/3 Page	2230	2000	1780
1/2 Page	1400	1260	1120
1/3 Page	1050	945	840
1/4 Page	850	765	680

Banner / Online Advertising				
Period	One Month	Three Months	Six Months	Twelve Months
Currency	\$ US	\$ US	\$ US	\$ US
Top Banner 470 x 60 px (Each Month)	125	115	100	75
Side Banner 120 x 160 px (Each Month)	100	90	75	60

Classified Ads (Buyers' Guide)	
Currency	\$ US
One Time	450
Three Times (Each)	400
Six Times (Each)	335
Six Times (All Prepaid)	1500

AD MATERIAL SPECIFICATIONS

Physical submissions should be directly submitted by post to our offices or through the concerned agent (if available). Digital Material must be accompanied by an accurate Color Proof (Chromaline) and a list of all files supplied.

Electronic Submissions should adhere to the following specifications:

- Images should not be enlarged or reduced more than 10% in page layout program.
- All images must be available at 300 dpi or more.
- TIFF, PDF, JPEG
- Document size should be created to the final trim size of the page / ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Types:

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator

Quality of Paper:

Interior pages 70 and/or 80 grams LWC Paper TOP KOTE-L – Covers 150 grams 2S Coated Paper Matt

Cancellation, Modification, and Late Booking Policies:

All relevant orders are to be issued to CPH World Media in a written format via email or fax.

- For Cancellations, orders must be received at least 15 days prior to the Publishing Date*. Any order received within the 15-day notice would not be accepted and the advertiser should still settle the cost of the reserved space.

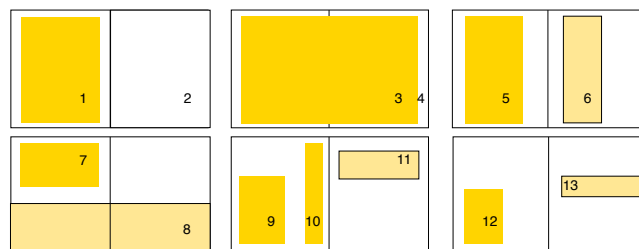
- For Modifications, orders must be received at least 7 Days prior to the Publishing Date*. Any order received within the 7-day notice would not be accepted and CPH World Media reserves the right to use previously published material.

- For Late Bookings, the Insertion Order and ad material should be received 5 Days prior to the Publishing Date*.

* As indicated in the Editorial Program.

Digital Files to be submitted by post on CD Rom, DVD, or digitally by Email, or Ftp (ftp web address plus username, password and file name to be supplied by email at: gwd@cphworldmedia.com)

ADS MECHANICAL DATA



Space	Dimensions	(W x H) mm
1. Simple Page	Print Size	185 x 245
2. Bleed Page*	Trim Size	215 x 285
3. Double Page	Print Size	400 x 245
4. Double Page (Bleed)*	Trim Size	430 x 285
5. Vertical 2/3 Page	Print Size	120 x 245
6. Vertical 1/2 Page	Print Size	90 x 245
7. Horizontal 1/2 Page	Print Size	185 x 125
8. Horizontal 1/2 page (spread)*	Print Size	430 x 145
9. Island 1/2 Page	Print Size	120 x 185
10. Vertical 1/3 Page	Print Size	58 x 245
11. Horizontal 1/3 Page	Print Size	185 x 82
12. Vertical 1/4 Page	Print Size	90 x 125
13. Horizontal 1/4 Page	Print Size	185 x 60

* Bleed ads must be sent with 4mm added to each side of the ad.

Circulation Figures

Middle East Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
UAE	2080	36.91%	3840	33.53%
Saudi Arabia	1161	20.60%	1588	13.86%
Turkey	353	6.26%	1128	9.85%
Lebanon	274	5.13%	1011	8.83%
Iran	289	4.86%	741	6.47%
Jordan	226	4.76%	697	6.09%
Oman	268	4.69%	579	5.05%
Syria	264	4.01%	487	4.25%
Kuwait	206	3.66%	431	3.76%
Qatar	177	3.14%	272	2.37%
Bahrain	155	2.75%	250	2.18%
Yemen	96	1.70%	193	1.69%
Cyprus	66	1.17%	146	1.27%
Iraq	10	0.18%	47	0.41%
Palestine	10	0.18%	42	0.37%
Total	5635	100.00%	11453	100.00%

Circulation by Activity				
Activity	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Drugs & Pharmaceuticals	943	15.00%	3601	27.23%
Dentistry	943	15.00%	1921	14.52%
Electromedical Technology	880	14.00%	1443	10.91%
Diagnostics	754	12.00%	1112	8.41%
Publications & Services	628	10.00%	1008	7.62%
Laboratory	628	10.00%	926	7.01%
Medical Furniture & Equipment	377	6.00%	851	6.43%
Commodities & Consumer Goods	377	6.00%	671	5.08%
Communication & Information Technology	189	3.00%	453	3.43%
Rescue & Emergency	189	3.00%	391	2.96%
Physiotherapy / Orthopedic Technology	125	2.00%	380	2.87%
Nutrition	125	2.00%	255	1.92%
Health Premises Building Technology	125	2.00%	212	1.61%
Total	6283	100.00%	13224	100.00%

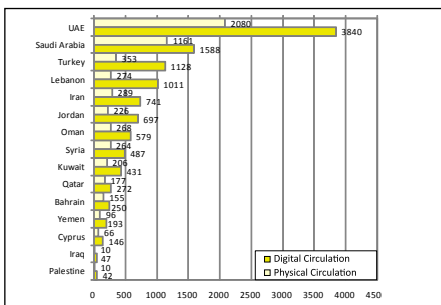
Circulation by Category				
Category	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Doctors, Hospital & Clinics	2827	45.00%	5025	38.00%
Industrial Establishments	1885	30.00%	4628	35.00%
Laboratories	628	10.00%	1587	12.00%
Public Health Authorities	315	5.00%	529	4.00%
Universities & Medical Schools	189	3.00%	264	2.00%
Pharmacists/ Chemists	189	3.00%	264	2.00%
Medical Ancillary Services	125	2.00%	529	4.00%
Medical Services on Armed Forces	125	2.00%	397	3.00%
Total	6283	100.00%	13224	100.00%

North Africa Circulation				
Country	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Egypt	335	51.70%	918	51.86%
Morocco	91	14.04%	212	11.96%
Algeria	73	11.27%	203	11.44%
Libya	54	8.33%	201	11.34%
Sudan	49	7.56%	120	6.80%
Tunisia	46	7.10%	117	6.60%
Total	648	100.00%	1771	100.00%

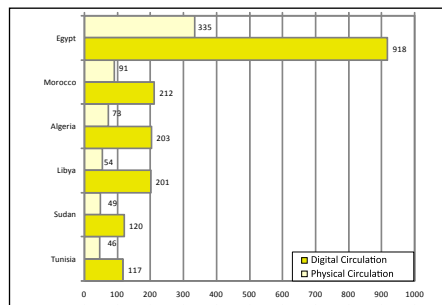
Circulation by Job Position				
Job Position	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
General Managers/Managing Directors	2324	36.99%	5961	45.07%
Sales & Marketing Managers	1445	23.00%	4212	31.85%
Doctors / Dentists	754	12.00%	1846	13.96%
Owners/CEO's	565	8.99%	1027	7.77%
Import/Export Managers	503	8.01%	78	0.59%
Business Development Managers	503	8.01%	74	0.56%
Regional Managers	189	3.01%	26	0.19%
Total	6283	100.00%	13224	100.00%

Total Circulation				
Region	Physical Circulation		Digital Circulation	
	Number of copies	Percentage	Number of copies	Percentage
Middle East	5635	89.69%	11453	86.61%
North Africa	648	10.31%	1771	13.39%
Total	6283	100.00%	13224	100.00%

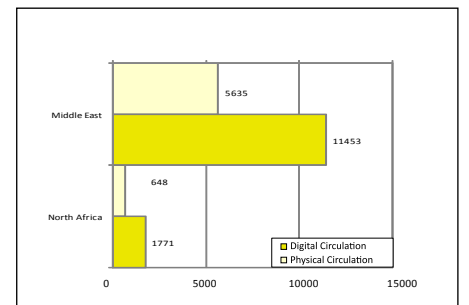
Middle East Circulation



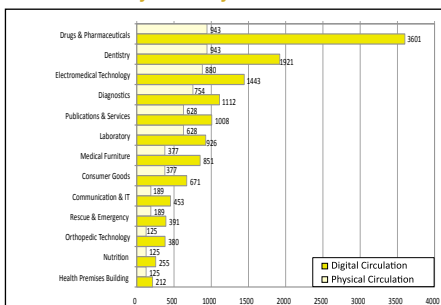
North Africa Circulation



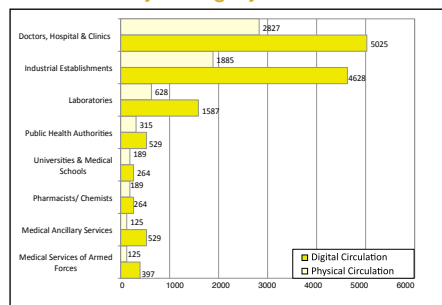
Total Circulation



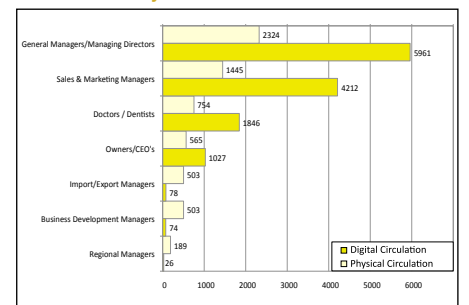
Circulation by Activity



Circulation by Category



Circulation by Job Position



MENA Services

CPH World Media s.a.r.l. offers five services dedicated to decision-makers, professionals, and experts in the Health-related fields.

Business Links



- **Industry Links:** Section announcing international and regional manufacturers, and suppliers of particular equipment and products.
- **Agents & Distributors Available in MENA:** This section carries the contact details of agents and distributors as well as companies active in a certain sector in the Middle East and North Africa.
- **Representatives Seekers:** Service that provides companies seeking representation in the MENA health market with the opportunity to be out there. Complete contact details are listed as well as region(s) of interest.
Email: businesslinks@menaservices.net

Career Center



Career builder: Area opening up doors before employers to find the right candidate for the right job.
Email: careercenter@menaservices.net

Coming Events



The Coming Events service offers a comprehensive listing of healthcare events, conferences seminars, and workshops. It enables interested users to set their calendars ahead. Information includes name of exhibitions, venue, date and organizers' complete details and addresses.
Email: comingevents@menaservices.net

Project Monitor



This section highlights the latest news about major projects in the MENA. It is divided into four subsections:

- Tenders announcements, requesting interested companies to make proposals, noting the deadline to do so;
- Biddings presented by the different interested parties;
- Awarded contracts with info about the company; and
- Latest updates about the project's status along with work progress

Email: projectmonitor@menaservices.net

Promo Shots



Promo Shots is a new service that aims to promote a company's products and/or services through direct e-mail. A mail merge is sent to a vast number of regional and international decision-makers found in MHW's database.
Email: promoshots@menaservices.net

MENA services will be launched online very soon.

For more information, please send an email to : info@menaservices.net or visit www.menaservices.net



Agents' List

<p>CHINA Mr. Weng Jie Hangzhou Oversea Advertising Ltd Tel: +86 571 8515 0937 Fax: +86 571 8515 0444 Email: silkroad@mail.hz.zj.cn, or zjac@zj.com</p>	<p>SPAIN Ms. Natalia Ardanaz Publistar – Representante de Medios Internacionales Tel: +34 91 553 4206 Fax: +34 91 554 4664 Email: natalia.ardanaz@publistar-es.com Web: www.publistar-es.com</p>
<p>GERMANY Mr. Christoph Ernst Serious Communications GmbH Tel: +49 (0) 4035 7015 - 30 Fax: +49 (0) 4035 7015 - 32 Email: info@serious.de Web: www.serious.de</p>	<p>SOUTH AFRICA Mr. Bob Stephen Stephen Marketing Tel: +27 11 952 1721 Fax: +27 11 952 1607 Email: bstephen@iafrica.com</p>
<p>ITALY Mr. Fabio Potesta Mediapoint & Communications SRL Tel: +39 010 570 4948 Fax: +39 010 553 0088 Email: info@mediapointsrl.it Web: www.mediapointsrl.it</p>	<p>TAIWAN Mr. Sean Mulvihill Worldwide Services, Co. Ltd. Tel: +886 4 2325 1784 Fax: +886 4 2325 2967 Email: sales@wwstaiwan.com or sean@wwstaiwan.com Web: www.wwstaiwan.com</p>
<p>JAPAN Ms. Shinjani Dogra Sakura International Inc. Tel: +81 3 5646 1160 Fax: +81 3 5646 1161 E-mail: dogra@sakurain.co.jp Web: www.sakurain.co.jp</p>	<p>TURKEY Mr. Murat Gurel Gurel Medya Tel: +90 212 212 6998 Fax: +90 212 213 3473 Email: info@gurelmedya.com Web: www.gurelmedya.com</p>
<p>KUWAIT Mr. Louay Al Asfahani Paragon Marketing Communications Tel: +965 57 16063 Fax: +965 57 15985 E-mail: info@paragonmc.com Web: www.paragonmc.com</p>	<p>UNITED ARAB EMIRATES Mr. Fouad Hammad International Advertising LLC Tel: +971 4 269 9855 Fax: +971 4 269 1514 Email: interad@emirates.net.ae Web: www.iamediaservice.com</p>
<p>SCANDINAVIA Mr. Bent Wissing BSW International Marketing Tel: +45 3538 5255 Email: bswissing@webspeed.dk</p>	<p>U.K., IRELAND & SCOTLAND Mr. Stuart Smith SSM Global Media Ltd, UK Tel: +44 2084 645 577 Fax: +44 2084 645 588 Email: stuart.smith@ssm.co.uk Web: www.ssm.co.uk</p>
<p>SOUTH KOREA Mr. C.H.Park Far East Marketing Inc. Tel: +82 2 730 1234 Fax: +82 2 732 8899 E-mail: femads@unitel.co.kr</p>	

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In case there is no agent in your country please send an email to: marketing@mhwmag.net

TESTIMONIALS

Investing their hopes in our wide range of services and **MENA Health World (MHW)**'s widespread standing, reputable establishments have reaped the benefits MHW magazine had promised them – and, sometimes, a bit more than they'd expected, as expressed in their testimonials below.

A full listing of testimonials is available at www.mhwmag.net/testimonials



Sancier Nakarat
Marketing Communications Manager
Accuray Europe

MHW is a great support for Accuray's media visibility in the Middle East region. It enables us to share our successes and experiences with clinicians and decisions-makers from this area. What I also like about MHW is its capacity to bring the latest information to its readers and enlarge their vision on the healthcare business.



Yogita Panchal
Project Coordinator
Orbitz Exhibition Pvt. Ltd.

MENA Health World (MHW) is a very informative magazine. The details of the topics are quite informative and useful for the healthcare industry. The interviews & profiles section is of utmost importance. The industry contacts section is to us the best in the magazine, as there we come to know the companies in this field. We have used MHW Magazine to promote our Meditec Clinika 2009 exhibition which is taking place in India.



Zahoor Siddique
Exhibitions Director
Al Harithy Exhibitions (ACE)

The cooperation of our Saudi Healthcare & Hospital exhibition with the MENA Health World (MHW) magazine goes back many years. The quality and diversity of editorial content, extensive coverage and reliable statistical data have always been MHW's forte; we regard it as one of the leading industry publications in the region. We extend our best wishes to MHW and look forward to our continued mutual collaboration.



Sylvia Bösinger
International Sales Director
OR Technology

OR Technology highly appreciates the variety of healthcare information MHW offers, especially recent news from the MENA World and regional reports from all over the world. MENA Health World as a leading magazine in the MENA offers an ideal platform for our editorial articles and advertisements. In addition, to have a media representative in Germany handling all requests and inquiries in a prompt and highly professional manner is a great service from MHW.

CLIENTS

Below are some of the leading companies who trusted MHW to gain market share and increase their products' exposure in the MENA region.

A full listing of MHW clients is available at www.mhwmag.net/clients - We invite you to make the right choice and become one of them!

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Varian Medical System International AG  Switzerland

 Nitram Dental a/s
The Hygiene Division of Sirona
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Contact Us

Postal Address
MENA Health World (MHW) magazine
P.O.Box: 13-5121 Chouran
Postal Code: 1102-2802
Beirut - Lebanon

Courier Address
MENA Health World (MHW) magazine
Hamra, Commodore, Barouk Street
Chatila & Chehab Building, 2nd Floor
Beirut - Lebanon

Communication:
Tel: +961-1-748333
Mobile: +961-70-100094
Fax: +961-1-352419
Email: info@mhwmag.net



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إتصل بنا

العنوان البريدي:
مجلة عالم الصحة للشرق الأوسط وشمال أفريقيا
ص.ب: ١٣-٥١٢١ شوران
الرمز البريدي: ١١٠٢-٢٨٠٢
بيروت - لبنان

عنوان البريد السريع:
مجلة عالم الصحة للشرق الأوسط وشمال أفريقيا
الحمرا، الكومودور، شارع الباروك،
بناية شاتيليا وشهاب، الطابق الثاني
بيروت - لبنان

للاتصال:
هاتف: +٩٦١-١-٧٤٨٣٣٣
خليوي: +٩٦١-٧٠-١٠٠٠٩٤
فاكس: +٩٦١-١-٣٥٢٤١٩
البريد الإلكتروني: info@mhwmag.net